

OCT. 26 / 12 22 . 08
WHLA-TV ***

35

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 647												
1			600A-700A	30		\$1,450.00	11/5	11/5	1		MON	1
PROGRAM : 6A TODAY CON COM1 : 6A TODAY												
2			600A-700A	30		\$1,450.00	10/30	11/1	3		TU-TH	3
PROGRAM : 6A TODAY CON COM1 : 6A TODAY												
3			700A-900A	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW												

REP: HEADLINE# 6939191
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT26/12 22.08
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			TUOA-300A	30		\$2,000.00	10/30	10/31	2		TU-W	2
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
5			700P-730P	30		\$2,000.00	10/30	11/2	2		TU-F	2
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
6			600P-630P	30		\$1,600.00	11/4	11/4	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
NOV/12 17400.00												
CONTRACT TOTAL												17400.00
TOTAL SPOTS												10

MARKET TOTALS \$52,857 WFLA 21% WTSP 38% WTVT 24% WTOG 0% WTTA 0% WMOR 0%
 WWSB 0% CABL 0%
 SHARES ESTIMATED
 SVC- NSI
 DEMOS- RA50+*

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Republican Party Of Fl/ R/ St Senate
Submission Number 819 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Republican Party Of Fl/ R/ St Senate	Submission Cost:	17400	Campaign Ref:	E:063991910
Buyer:		Client/Product/Estimate:	././647	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06399191
Est./PO Number:	06399191	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	3pack-F ark.sant.tobi	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 6a News M.....	01	1450	30 Comme	Nbr of Spots	1	1	1450
2	M-F 6a News .TWT...	01	1450	30 Comme	Nbr of Spots	3	3	4350
3	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
4	M-F 7a Today Show TW....	01	2000	30 Comme	Nbr of Spots	2	2	4000
5	M-F 7p News TWTFF..	01	2000	30 Comme	Nbr of Spots	2	2	4000
6	Sun 6p NewsS	01	1600	30 Comme	Nbr of Spots	1	1	1600
Weekly Totals: Total Spots(Ord Spots)					8	2	10	

Grand Totals				Month 11 Weeks: 4	
Totals		10/29	11/05		
Spots	10	8	2		

		Month 11 Weeks: 4	
		10/29	11/05
Totals	17400		3450
Cost		13950	

Grand Totals:

Spots:	10
Gross Total:	17,400.00
Commission:	2,610.00
Net Total:	14,790.00